

How can we make the Mediterranean Games better?



“to participate in the *promotion* of the *ideals* and *principles* of *Olympism*, “



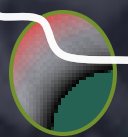
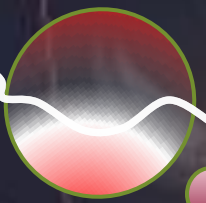
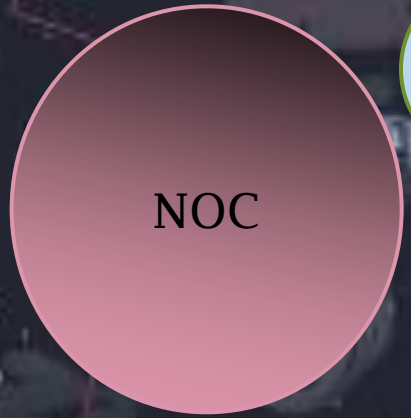
“strengthen the ties of *friendship and peace* between the youth and the sportsmen of the Mediterranean.”

“to ensure the *staging* and the *continuity* of the Mediterranean Games, “

ICMC Charter



- Busy Sporting Calendar.
- Attracts our athletes, NF, Media, Etc.
- Priorities & Attentions
- Limited budgets and time



Mediterranean Games

Virgo

Sextans

Hyd

Cancer

Leo Minor

Canes Venatici

- Competition between Sports Organizations
- Events, Games and Tournaments.
- Sporting Event is a product.



- Market survey, Research and Development, Orient smartly.
- Position in a busy Market



Bigger is not always better
It's not the Brightest
Not the most Expensive

The most colourful
The more distinct and more unique
The affordable. The one we need

How to make our Games better:

1. Improve the organization of the Games

- i. Knowledge Management and transfer
- ii. Quantifying the Mediterranean Games

2. More Unique and Colourful

- i. A mean for development
- ii. A sporting and cultural event

Geopolitics

The ICMC Congress/Seminar



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Organizing the Games

(Improve – Better – Maintain), Comparative words
Two states: Current and Next / Past and Future
Suggests a relation, a connection a bond



A Knowledge Management



Knowledge Management and Transfer

- The Mediterranean Games a complex operation,
- Two years of bidding, five years of preparations
- OC learns a lot.
- “how they would do things better if they had to do it again.”
- A knowledge within the ICMG, pass it to assist future OC
- Most are first timers.
- Draw from Knowledge, Efficient and Effective



Knowledge Management and Transfer

- Responsibility, Ownership (OC, ICMG)
 - OCMG role as execution
 - ICMG Supervision, EC and commissions
 - Limited Opportunity.
-
- Rely on strong personal experienced members
 - Ambition of host city and OC
 - Nothing is passed between the two OCs
 - OC almost start from scratch,



Push and advice, hope for the best.

Knowledge Management and Transfer

- Problem for OC and Bidding
- Do not build on experience
- Guarantee = Confidence in the Games (Brand)
- Confidence = Athletes, NF, IF, Guests, Media



IOC developed with success at the Olympic Games

OGKM is a platform of services and documentation

OGKM Activities:

- Observer Program.
- Games Evaluation.
- Debriefing
- Technical Manuals.
- Building Knowledge Capabilities
- OGKM Extranet
- Cross- Cultural

Awareness



Knowledge Management and Transfer

- Knowledge Management through a process:
- A centre of knowledge to follow
- A centre of knowledge to improve



Also,

- Knowledge Transfer should go beyond the games.
- ICMG, a mix of big small developed and different levels.
- A centre for sharing experiences and support.
- A mean for development between our NOCs,
- In the ICMG Charter,



*“to promote understanding, **consultation**, **cooperation** and solidarity between the National Olympic Committees of the Mediterranean Basin, as well as the development of the Mediterranean Sport”.*

*to make every effort to establish solidarity among the Mediterranean countries and **to encourage technical exchange** aimed at improving these countries' level*

ICMG Charter



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Quantifying the Games

Quantifying the games means that the size of everything needs to be defined.

Participants – Operational Budget – Events – Infrastructure

At the moment

Open for participation – No Qualification – No Obligation

With less than a year to go,
Size for Team Sports?



Quantifying the Games

- Planning on speculation, Extrapolation from the previous editions
- Cancel a sport, a wasted efforts in our planning and resources
- Confuses organizing committees and Discourages cities to bid.

Also the growth of the organization 25 effects this swing margin

“Quantifying brings clarity to the Games.”



Quantifying the Games

A sensitive matter and involves thinking and change.

No need for qualifications. Be Innovative

Ex. “Medallist maintain their presence: high level participation”

A Privilege. A Dedication.

Even Invitation calls for commitment
Universality vs. Level Like other Games

Presence for all must be guaranteed, but quantified.



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Unique and Colorful

- Mediterranean Games a mean for Development
- Small countries. Slovenia, Libya. Cyprus.
- Big countries too. Small cities. (marginalised)
- Pescara, not Rome, Mersin not Istanbul, Oran not Alger, Tarragona and not Barcelona.
- None had the chance to hosting such gathering.
- Suitable size and scale infrastructure.
- Pride in hosting 25 countries. The whole Mediterranean Basin.
- A great Legacy.



Unique and Colorful

The amazing Mediterranean Beach Games

- Opportunity to bring athletes from the region together. ICMG charter
- New Product. New Edition.
- iPhone X, a Cola Light, Youth Games, Beach volleyball
- From new type of popular sports in our countries
- Did not have such a gathering.
- Affordable coast to small member countries.
- No infrastructure is needed, no white elephants.
- Rich and blessed with Beaches and proud



Unique and Colorful

Colourful

A region rich with culture.

- Sports and Culture.
- A region rich. Full of world heritage.
- A Games to promote and Protect
- Arts, Music, and folklore.
- An Area we need to explore.
- Smart integration in our program



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Current Turmoil in the Region

Geopolitical,

- Financial Turmoil.
- Crisis in the Arab spring countries, Syria,
- Even Spain were we have our next edition

A sense of belonging of a bigger scale, part of one region, unity and peace.

- Alien ideologies, Extremism.
- More committed, more important.



Current Turmoil in the Region

The illegal immigration and the horrible journeys in our sea.

“With all the Nonsense comes a need for what makes more sense.”

The need to promote the Values in ICMG charter.
The need for sports and our Mediterranean Games.

Our dialogue and Togetherness.

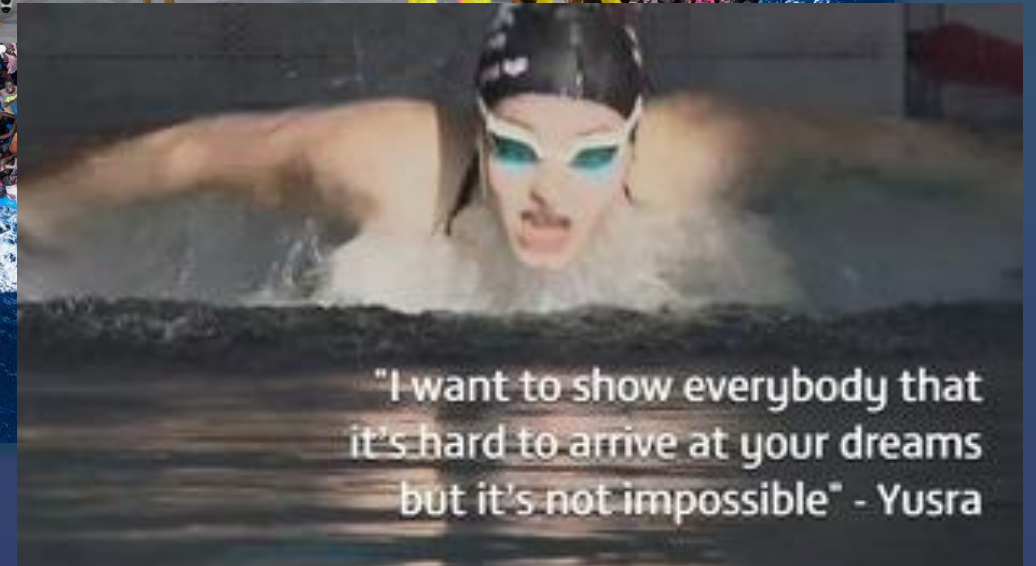


Current Turmoil in the Region

Centre of attention for media,
politicians and International
organisation, to utilize

An opportunity for joint
programs and activities.

A refugee team in the next
Mediterranean Games!



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The ICMC Congress/Seminar

- ICMG Congress/Seminar
- Aim
- Provisional Date Scenarios
- The Questionnaire: Online
- Encourage the NOCs Participation.





Canes Venatici

Leo Minor

Coma Berenices

Cancer

Leo

Thank You,

Virgo

Sextans

Hydra

